

ABSTRACT OF THE DISCLOSURE

A method, apparatus, and article for auctioning over a communications network are provided. The method includes receiving from a buyer over the communications network a maximum price that the buyer is willing to pay for at least one of a good and a service; receiving from a plurality of potential sellers over the communications network progressively lower competing bids for the at least one of the good or the service, the competing bids corresponding to compensation amounts that potential sellers are willing to accept for providing the at least one of the good and the service; and generating at least one signal corresponding to an identity of a winning seller.